

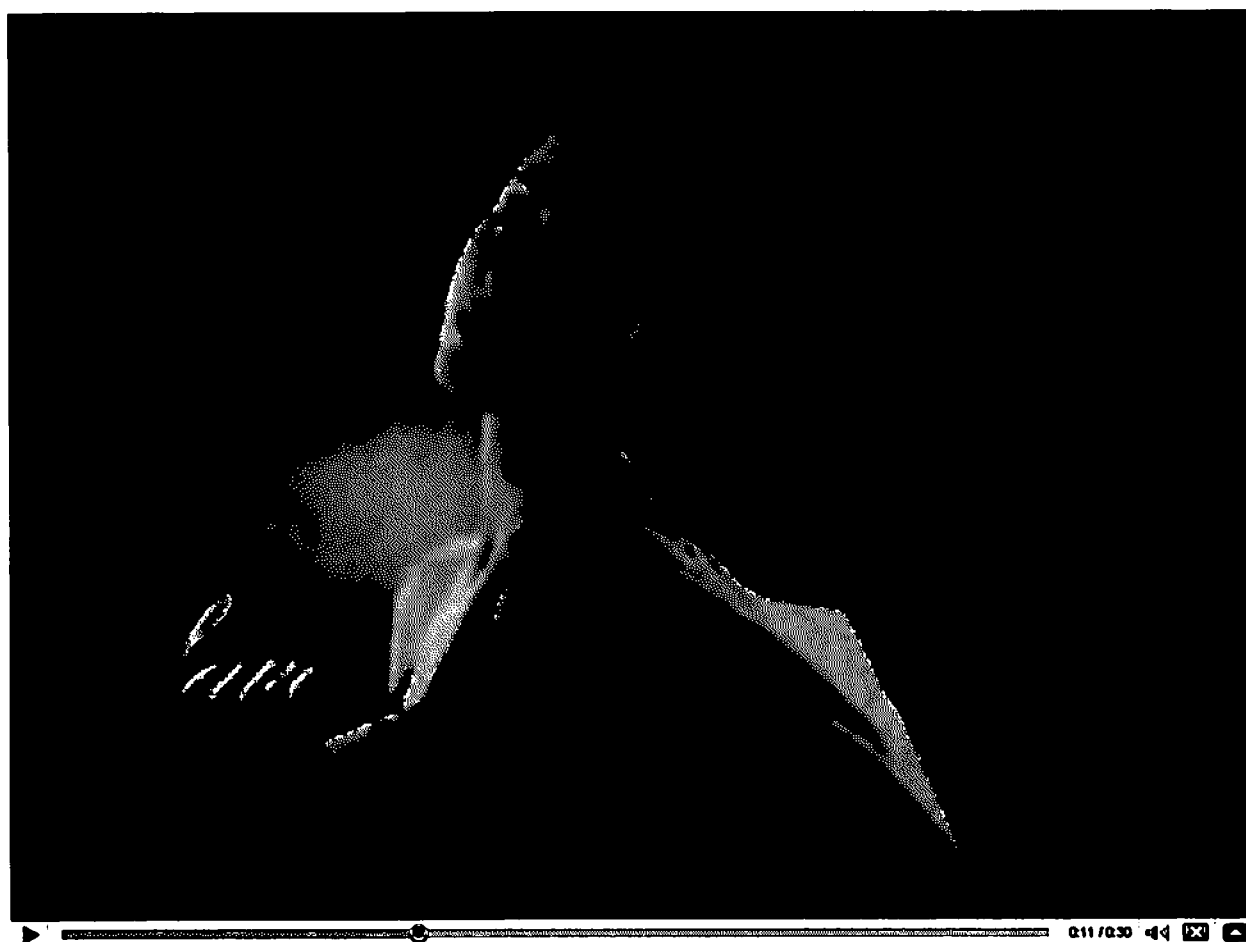
## EXHIBIT A



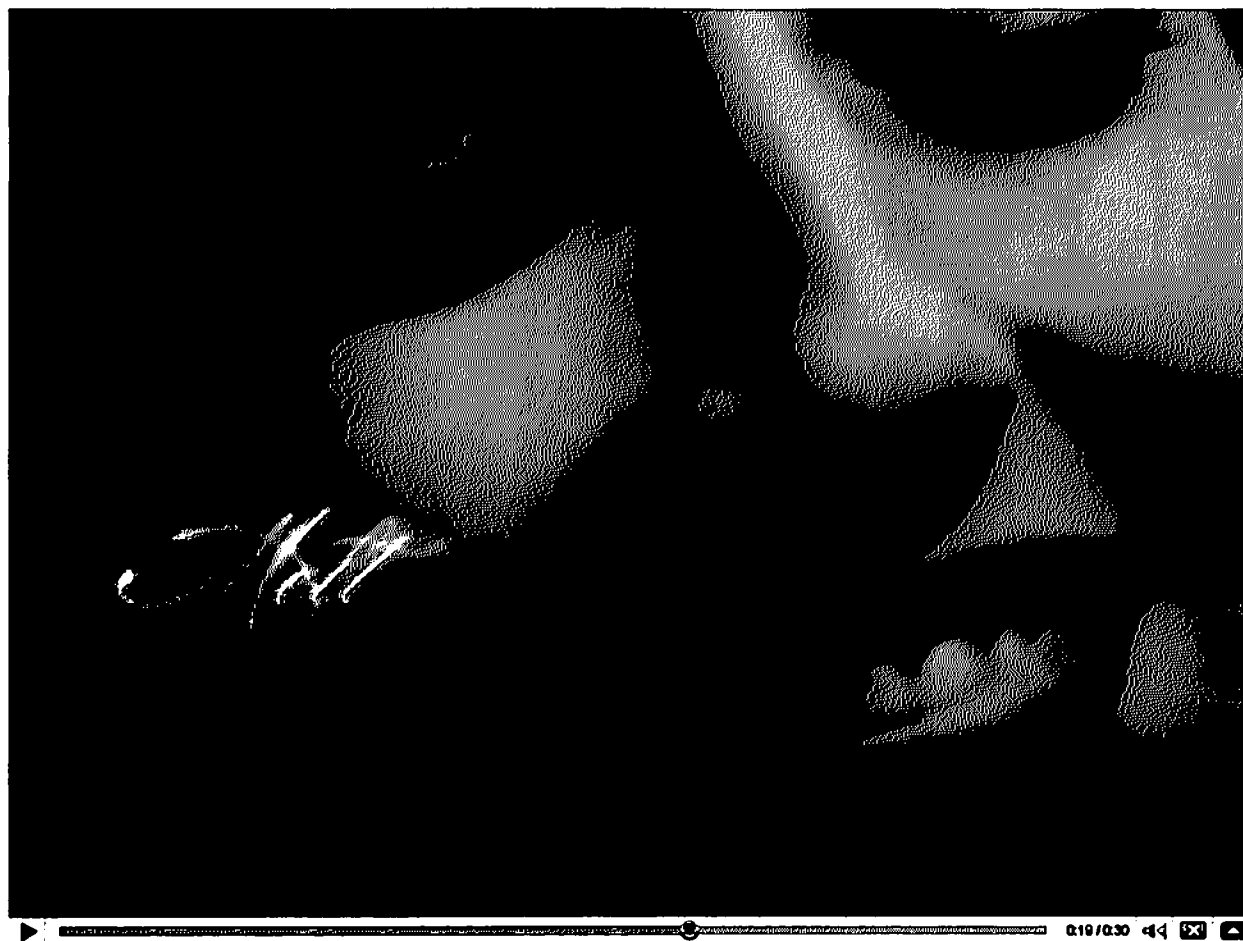






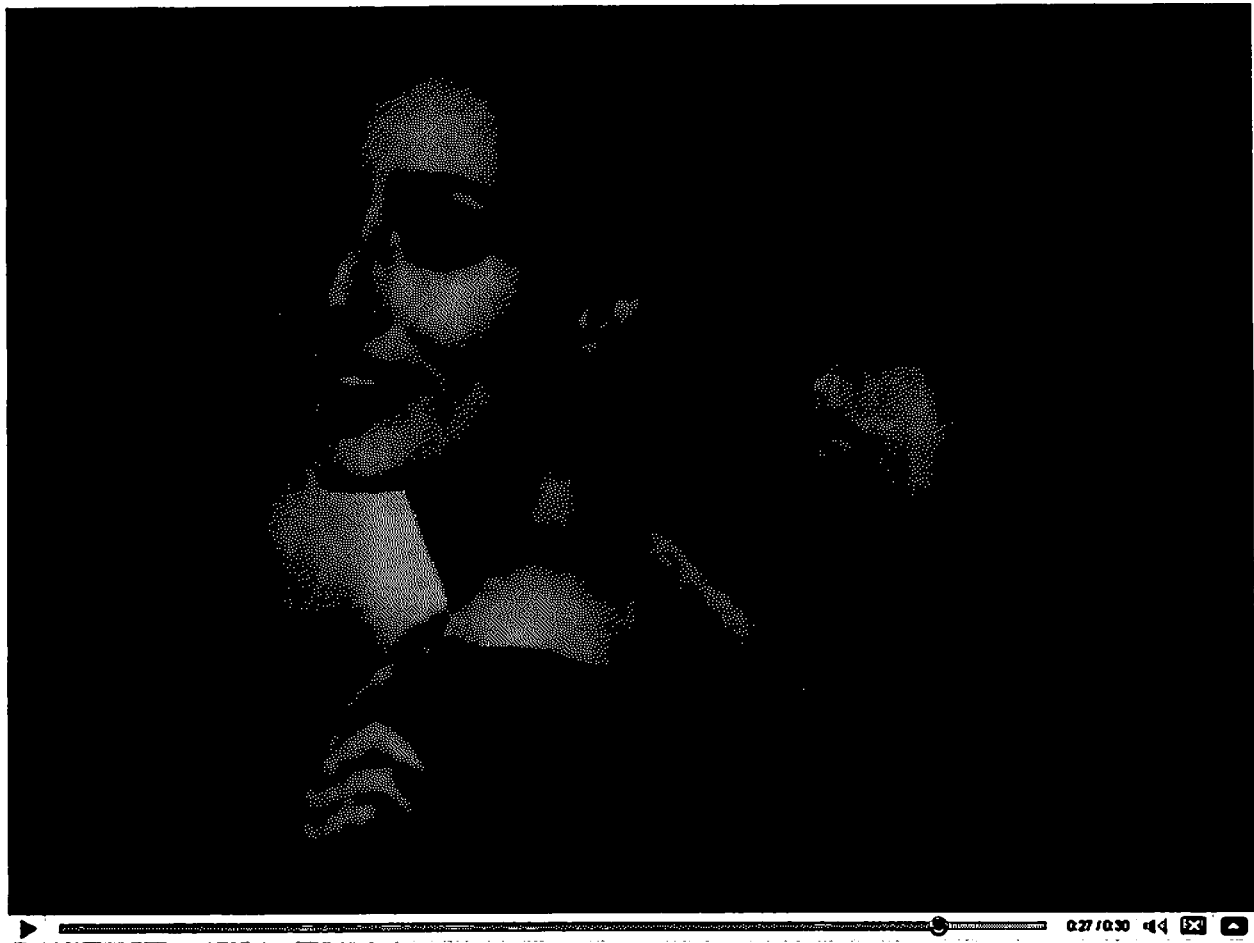


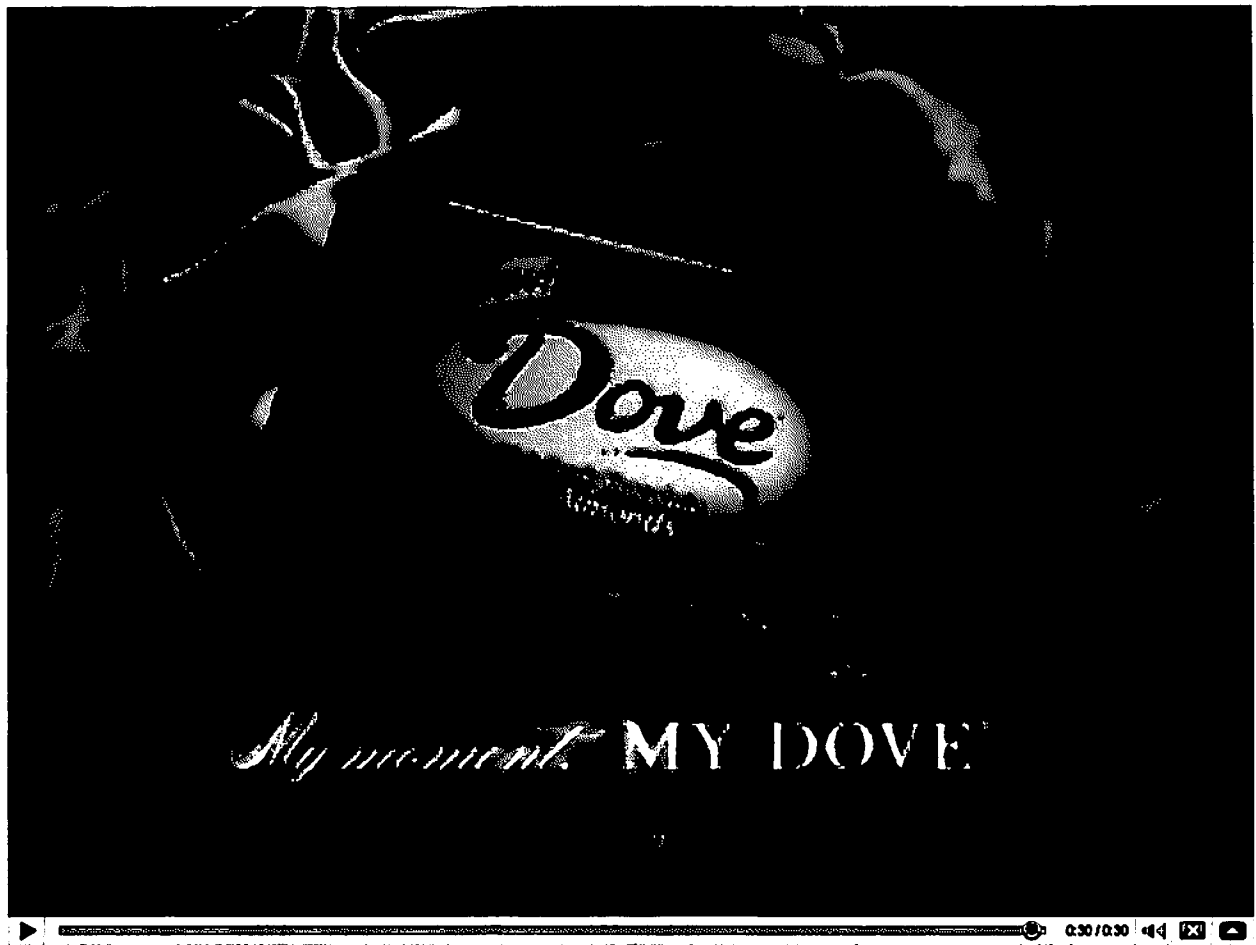












**EXHIBIT B**

# Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

*Marybeth Peters*

Register of Copyrights, United States of America

Registration Number  
PA 1-652-233

Effective date of  
registration:  
November 25, 2009

Title \_\_\_\_\_

Title of Work: Senses Television Commercial Advertisement for DOVE Chocolate

Completion/ Publication \_\_\_\_\_

Year of Completion: 2008

Date of 1st Publication: March 24, 2008

Nation of 1st Publication: United States

Author \_\_\_\_\_

■ Author: Mars, Incorporated

Author Created: entire motion picture

Work made for hire: Yes

Citizen of: United States

Copyright claimant \_\_\_\_\_

Copyright Claimant: Mars, Incorporated

6886 Elm Street, McLean, VA, 22101, United States

Rights and Permissions \_\_\_\_\_

Organization Name: Arent Fox LLP

Name: Sarah Marks

Email: marks.sarah@arentfox.com

Telephone: 212-492-3307

Address: 1675 Broadway

New York City, NY 10019 United States

Certification \_\_\_\_\_

Name: Sarah Ilyse Marks

Date: November 18, 2009

Registration #: PA0001652233

Service Request #: 1-281572951

Arent Fox LLP  
Sarah Marks  
1675 Broadway  
New York, NY 10019

**EXHIBIT C**



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

*Marybeth Peters*

Register of Copyrights, United States of America

Registration Number  
PA 1-652-234

Effective date of  
registration:  
November 25, 2009

Title \_\_\_\_\_

Title of Work: Senses with PB Tag Television Commercial Advertisement for DOVE Chocolate

Completion/ Publication \_\_\_\_\_

Year of Completion: 2009

Date of 1st Publication: June 15, 2009

Nation of 1st Publication: United States

Author \_\_\_\_\_

■ Author: Mars, Incorporated

Author Created: entire motion picture

Work made for hire: Yes

Citizen of: United States

Copyright claimant \_\_\_\_\_

Copyright Claimant: Mars, Incorporated

6886 Elm Street, McLean, VA, 22101, United States

Limitation of copyright claim \_\_\_\_\_

Material excluded from this claim: Some footage from a previous Dove commercial.

New material included in claim: All other cinematographic material.

Rights and Permissions \_\_\_\_\_

Name: Sarah Marks

Email: marks.sarah@arentfox.com

Telephone: 212-492-3307

Address: 1675 Broadway

New York City, NY 10019 United States

Certification \_\_\_\_\_

**Name:** Sarah I. Marks

**Date:** November 17, 2009

---

**Correspondence:** Yes

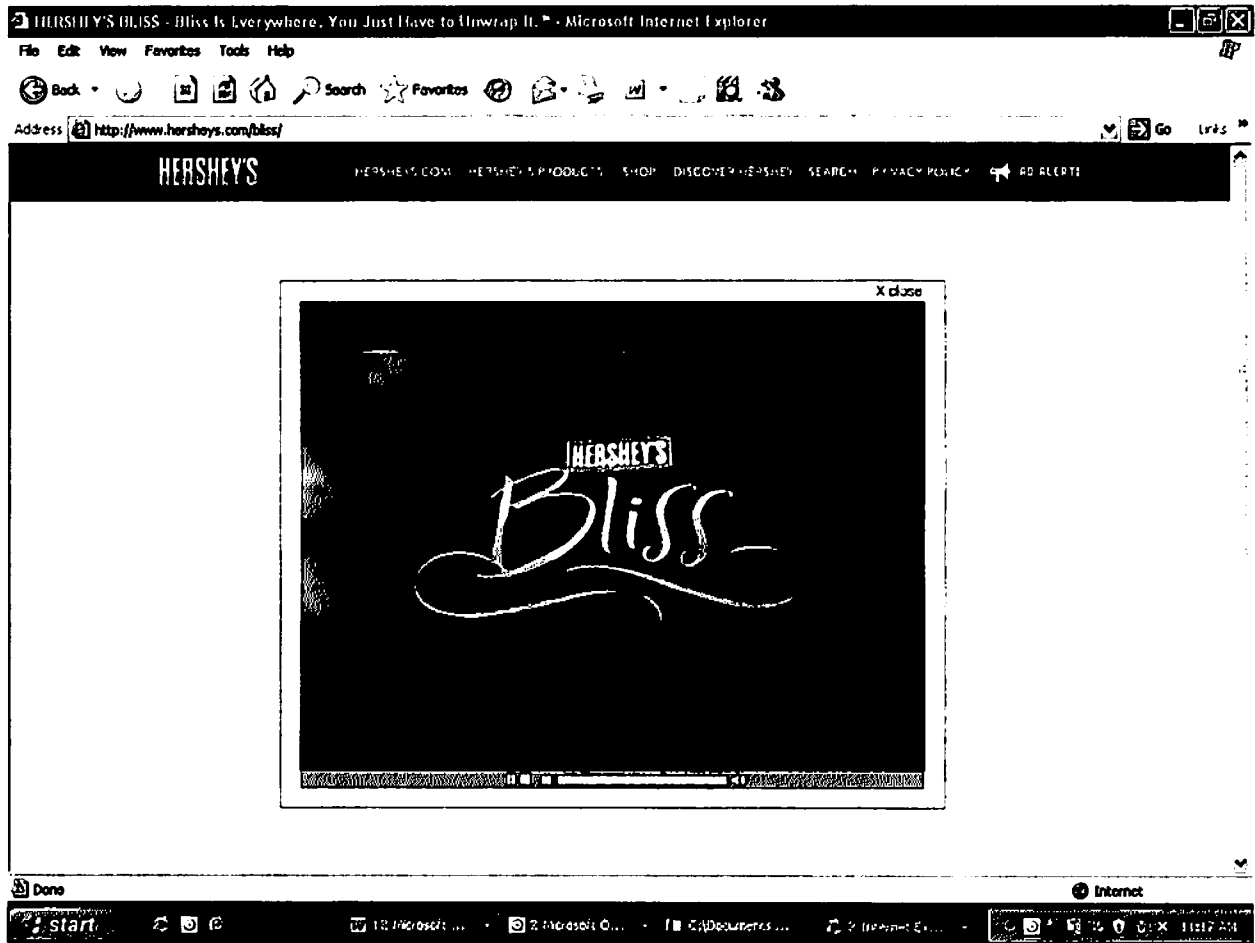


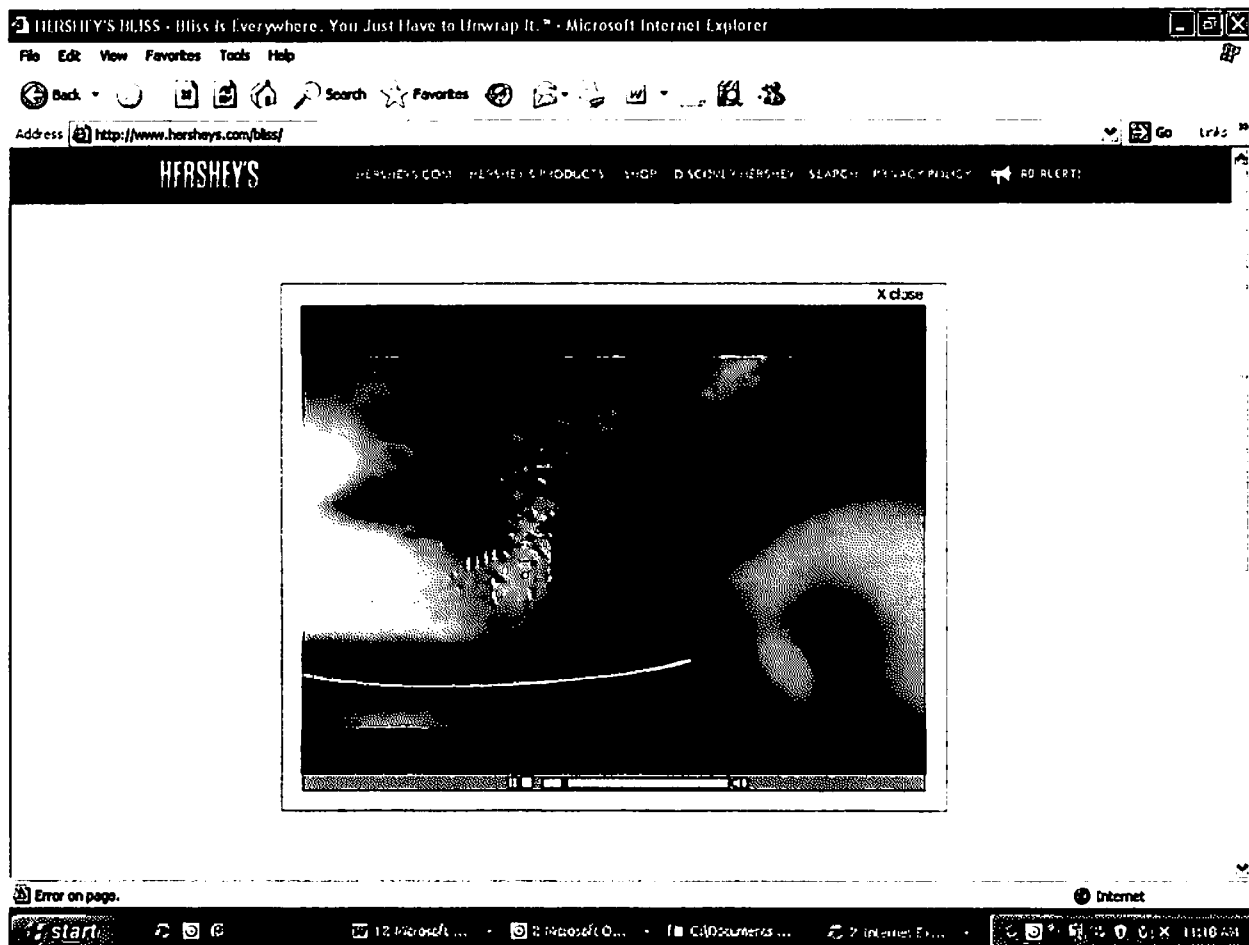
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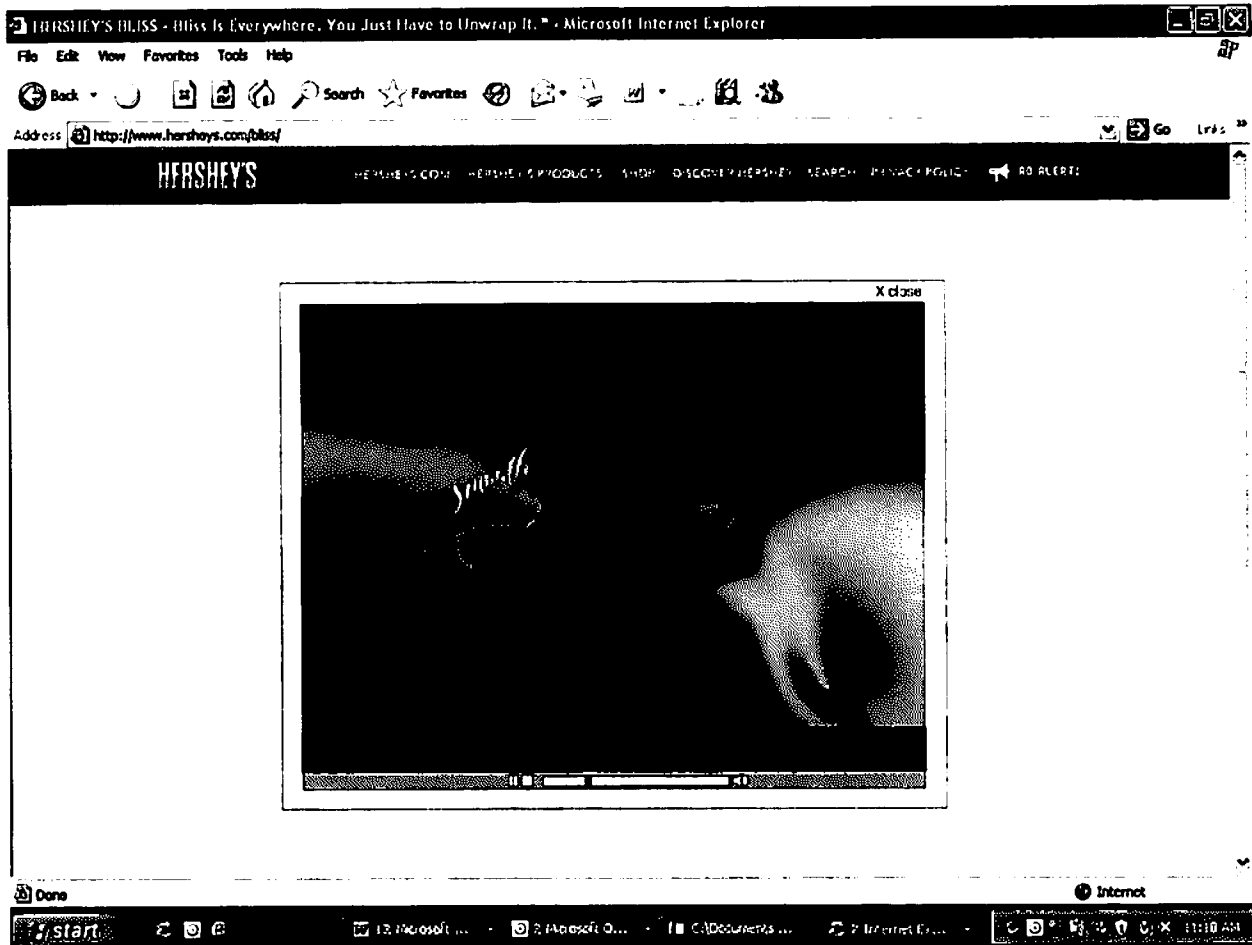
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Arent Fox LLP  
Sarah Marks  
1675 Broadway  
New York City, NY 10019

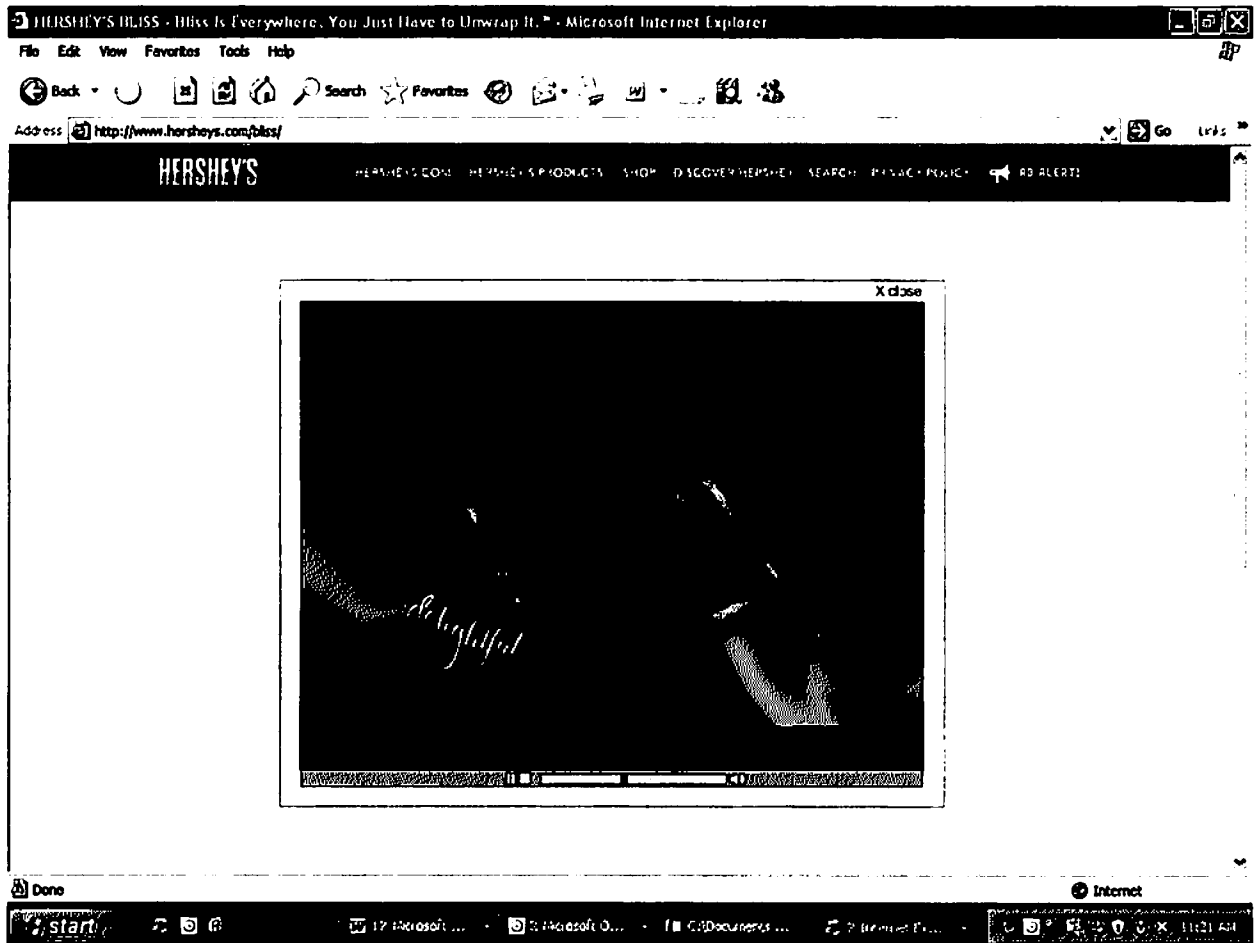
## EXHIBIT D







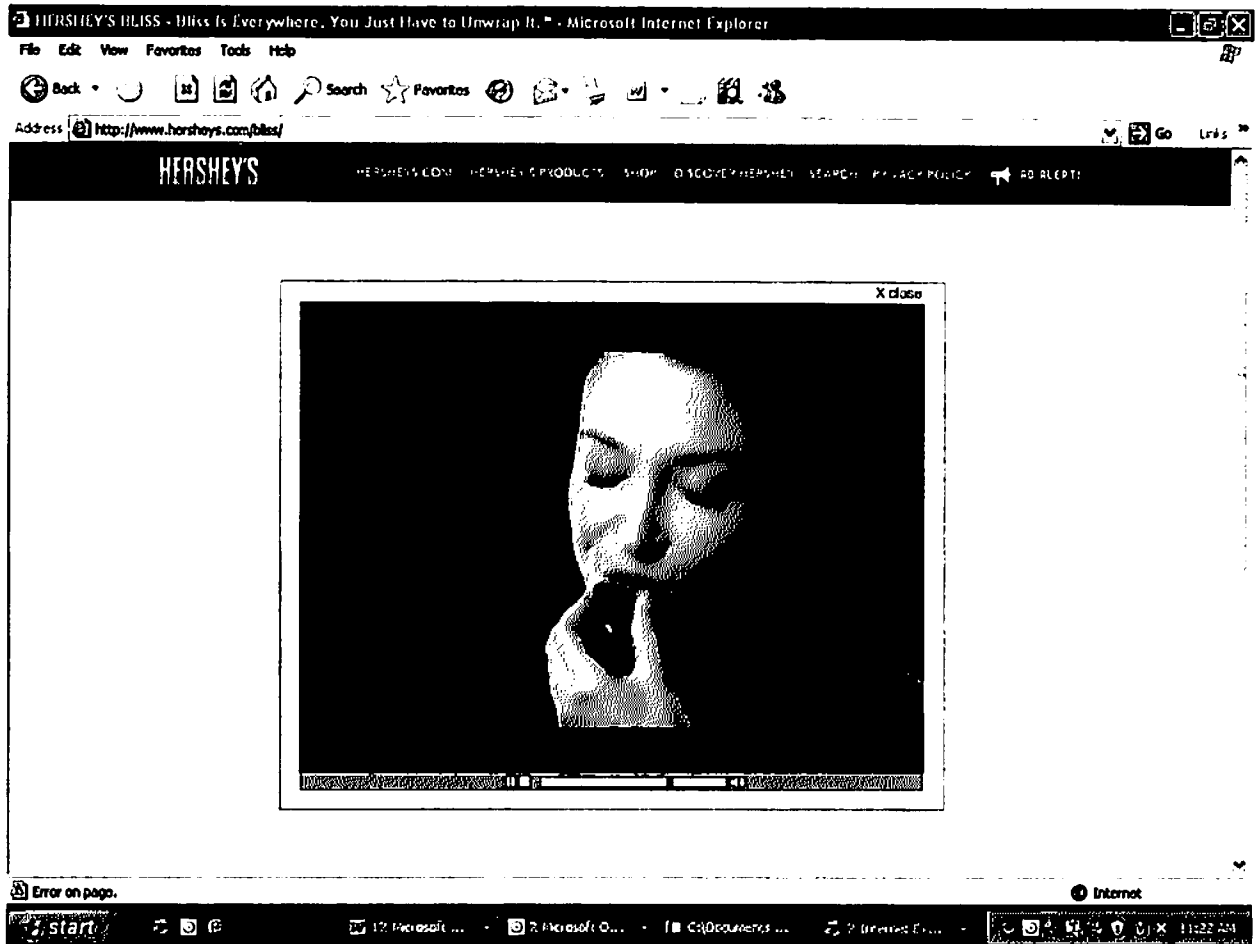


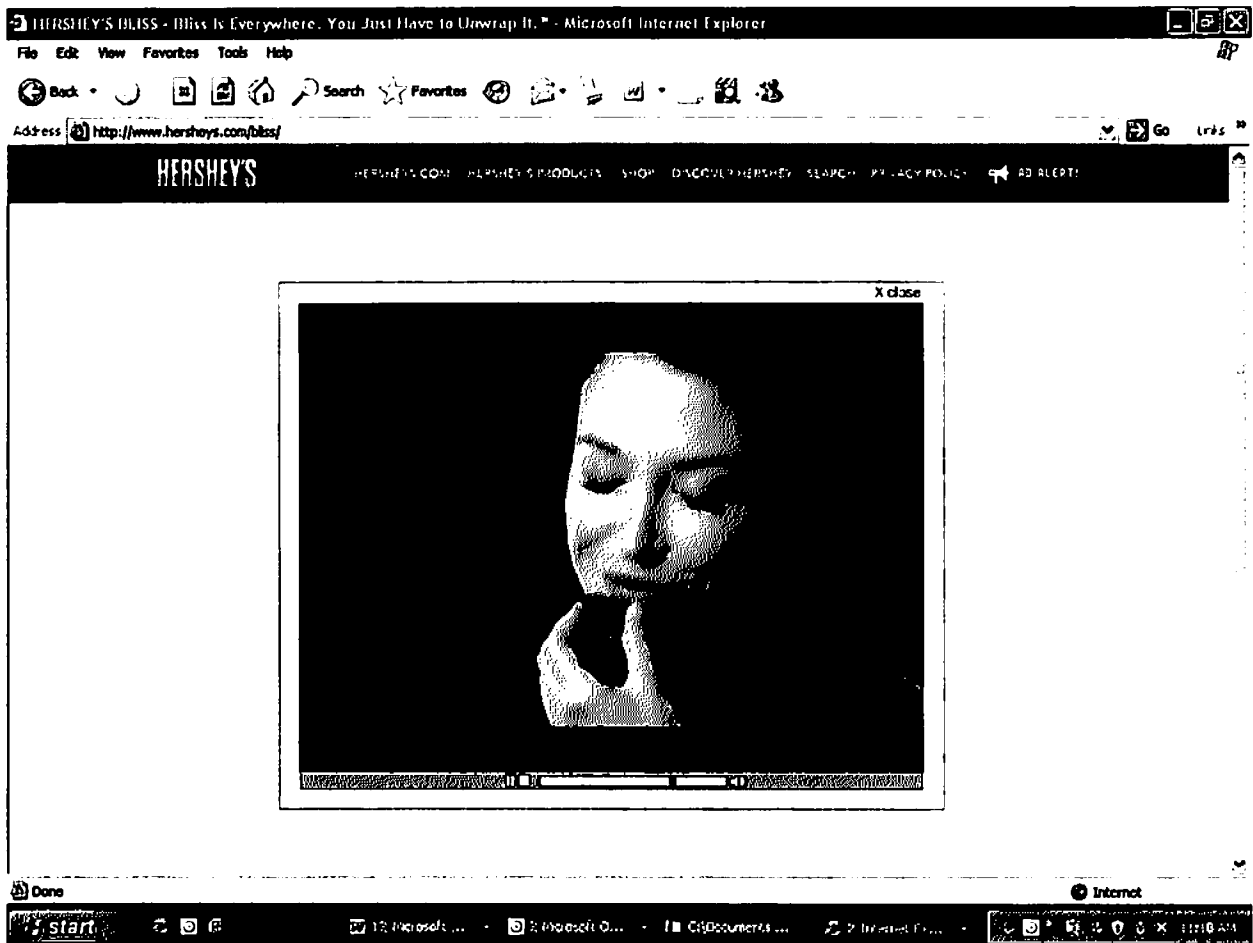


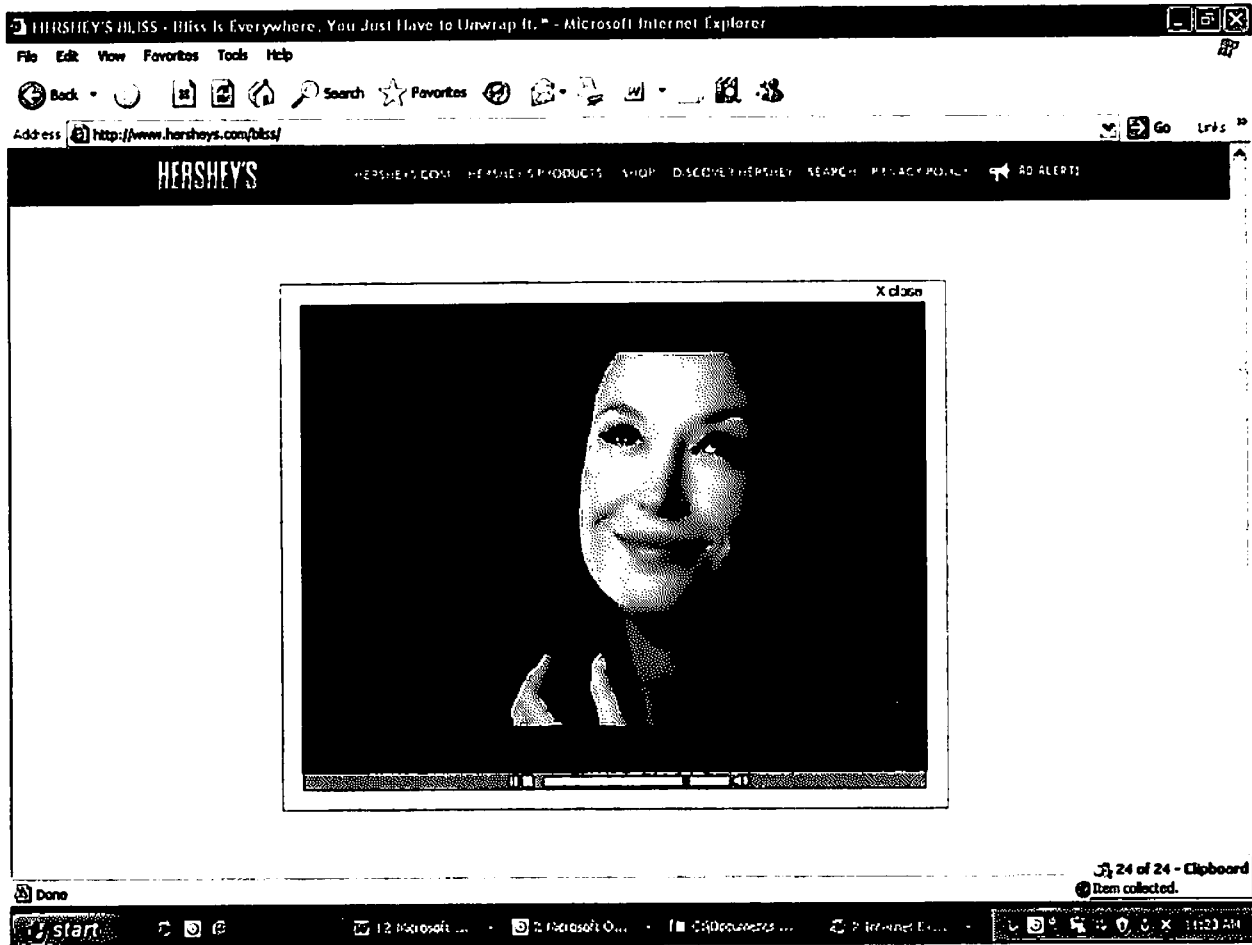


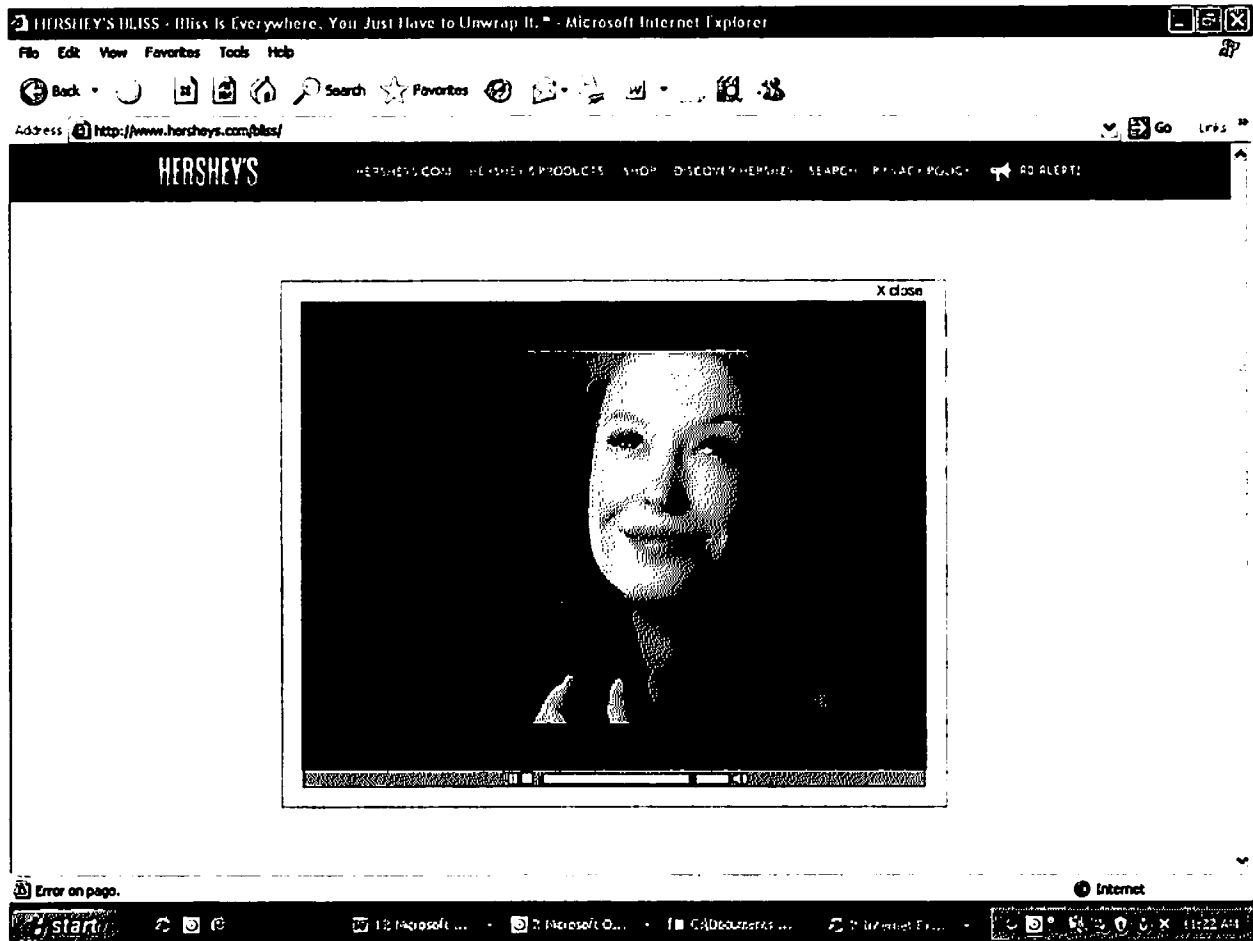


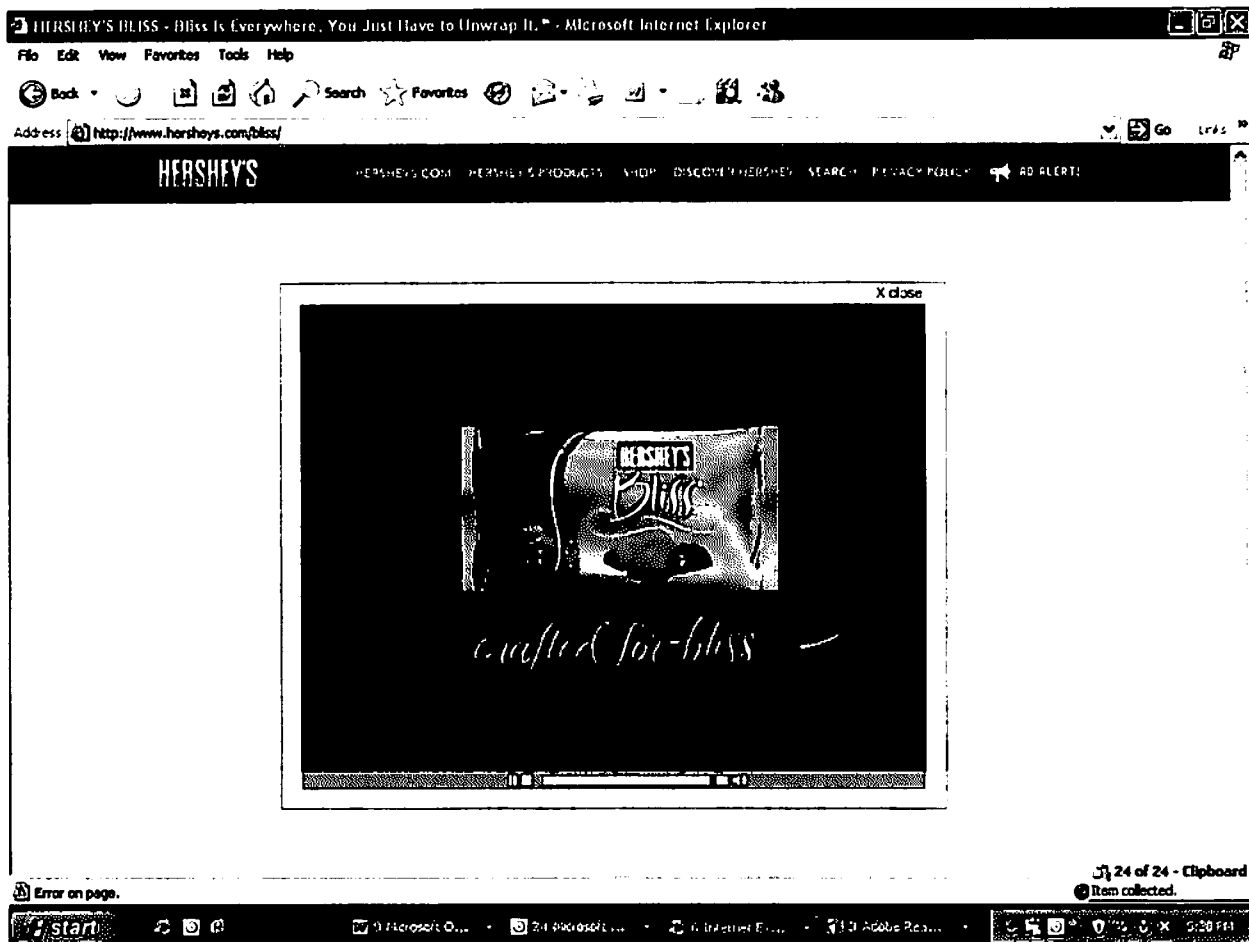












## EXHIBIT E

### Mars's DOVE® Senses Commercial



### Hershey's Infringing Commercial

